

GRADE 11 · UNIT E.5: EXTENSION & ENRICHMENT (OPTIONAL)

Client Simulation: Rebranding Challenge

Lesson 27 of 44 · Day 2 of 2

DO NOW

Which direction are you building, and why?

TODAY'S PLAN

Do Now

5 min

Present before/after

5 min

TODAY'S VOCABULARY

Brand Recognition

EXIT TICKET

What is one element of the original brand you deliberately kept, and why?